

FIG. 1

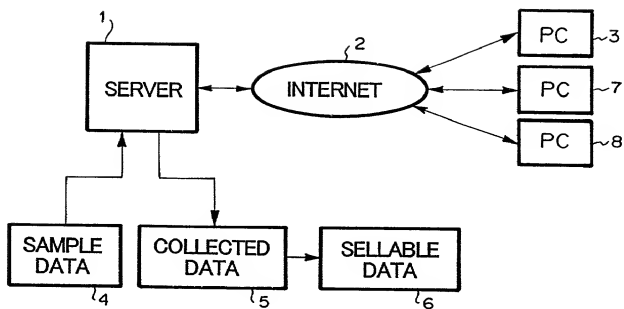


FIG.2

CATEGORY	PERSONAL INFORMATION	COLOR		SHAPE		SIZE	
		RED	BLUE	CIRCULAR	SQUARE	LARGE	SMALL
PC3	A	1	0	0	1	0	1
PC7	B	1	0	1	0	1	0
PC8	C	1	0	1	0	0	1
TOTAL	—	3	0	2	1	1	2

FIG.3

THE COLOR OF THE PRODUCT THAT SATISFIES THE MARKET NEEDS IS RED.

THE SHAPE OF THE PRODUCT THAT SATISFIES THE MARKET NEEDS IS CIRCULAR.

THE COLOR AND SHAPE OF THE PRODUCT THAT SATISFY THE
MARKET NEEDS ARE RED AND CIRCULAR.

THE COLOR AND SHAPE OF THE PRODUCT THAT SATISFY THE MARKET NEEDS
CORRESPONDING TO PERSONAL INFORMATION OF THE USER 'A' ARE RED AND SQUARE.